

TEXTO

Newspaper circulation in Brazil grows; Folha takes the lead

Folha took the lead among Brazilian newspapers in December 2012, surpassing the popular daily "Super Notícia " of Minas Gerais, in number of copies in daily circulation.

The number of copies of Folha in circulation reached a daily average of 297,650, according to data from IVC (Circulation Verification Institute) released yesterday.

The level, which includes paper and digital platforms, represents an increase of 4% in December last year compared to the same month of 2011, exceeding by 26% the circulation of "O Estado de S. Paulo", which dropped 11% in the same period.

For the year, Folha's circulation grew 0.3%, while "Estado " had a 4.9% drop.

According to data from the IVC, which audits about one hundred titles in the country, including non-daily publications, the newspaper market grew 1.8% last year.

With the growth, the average daily circulation in the country was 4.52 million copies, an historical record, according to the organization.

Tradução Livre

Newspaper circulation in Brazil grows; Folha takes the lead

Circulação de jornal no Brasil cresce; Folha toma/pega a liderança

Folha took the lead among Brazilian newspapers in December 2012, surpassing the popular daily "Super Notícia " of Minas Gerais, in number of copies in daily circulation.

A folha pegou a liderança entre os jornais brasileiros em dezembro de 2012, ultrapassando o diário popular "Super Notícia" de Minas Gerais, em número de cópias em circulação diária.

The number of copies of Folha in circulation reached a daily average of 297,650, according to data from IVC (Circulation Verification Institute) released yesterday.

O número de cópias da Folha em circulação alcançou uma média (average) diária de 297.650, de acordo com dados do IVC (Instituto de Verificação de Circulação) distribuído ontem.

The level, which includes paper and digital platforms, represents an increase of 4% in December last year compared to the same month of 2011, exceeding by 26% the circulation of "O Estado de S. Paulo", which dropped 11% in the same period.

O nível, o qual inclui plataformas em papel e digital, representa um aumento (increase) de 4% em dezembro do ano passado comparado com o mesmo mês de 2011, excedendo em 26% da circulação do "O Estado de São Paulo", o qual caiu (dropped) 11% no mesmo período.

For the year, Folha's circulation grew 0.3%, while "Estado " had a 4.9% drop.

Para o ano, a circulação da Folha cresceu (grew) 0,3%, enquanto "Estado" teve 4,9 de queda.

According to data from the IVC, which audits about one hundred titles in the country, including non-daily publications, the newspaper market grew 1.8% last year.

De acordo com dados do IVC, o qual audita cerca de uma centena de títulos no país, incluindo publicações não diárias, o mercado de jornal cresceu (grew) 1,8% no último ano.

With the growth, the average daily circulation in the country was 4.52 million copies, an historical record, according to the organization.

Com o crescimento, a média diária de circulação no país foi de 4,52 milhões de cópias, um recorde histórico, de acordo com a organização.